



Richmond Earth Day Festival

Richmond, Virginia

April 23, 2010

"This is the City of Richmond's official Earth Day Celebration, showcasing the best of Richmond's green artists, businesses and enthusiasts."

Green Statement: "It's an Earth Day event so we've got to be as green as we can. Still, we realize that we need to do more over time to reduce the impact of even this event! Will weight all of our trash and recyclables so that we can calculate the baseline recycling rate for this year and then look to improve upon our larger "landfill diversion rate" in subsequent years."

CORE ACTIVITIES for Green Attractions

☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage. The organizers of this event pledge that they provide recycling for:

- Glass bottles, aluminum cans, plastic bottles, paper, cardboard, composting of food & other compostable items
- There are lots of activities and games planned using recyclables

☒ **Minimize the use of disposable food service products.** The facility is required to minimize the use of disposable food service products and maximize the use of food service products that are recyclable or compostable in the food service area. When disposable food service items are used, the facility is encouraged to use products that are made from bio-based or renewable resources, and to provide for the collection / recycling/ composting of food service items disposed of on the premises. This facility pledges that they:

- Use disposable foodservice items that are made from bio-based, renewable materials (corn, bamboo, potato starch, sugarcane, etc.)
- Use disposable foodservice items that are made with recycled content
- Use compostable food service items and direct this material to available composting operations in your area



☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible! The organizers of this event pledge that they:

- Use electronic registration, correspondence and forms
- Print brochures and other printed items on recycled content paper and print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event. The organizers of this event pledge that they:

- Chose a location/venue that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting

Food service

- Arrange for the composting of food waste and other compostables
- Use non-bleached napkins and coffee filters

Logistics

- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes

☒ **Green Signage.** Event planners must commit to tell their participants about how green the event is. Event signage should include the Virginia Green logo and list all “green activities” practiced in the planning and operation of the event. The organizers of this event pledge that they:

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our event's webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers
- Have quantified our greening efforts and will post estimates of the reduced environmental impacts



For more information on **Richmond Earth Day Festival**, see www.enrichmond.com or contact Noel McKenzie at nmckenzie@enrichmond.org or (804) 646-0954.

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established “core activities” specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/virginiagreen or www.virginiagreentravel.org.

